



# Rockville Events Sponsorship Opportunities

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City of  
**Rockville**  
Get Into It

**[www.rockvillemd.gov/events](http://www.rockvillemd.gov/events)**



# Rockville Events Sponsorship Opportunities

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## Connect With Us!





## Letter from the Rockville Mayor

# 2020

Dear Past, Present and Potential Sponsors,

Welcome to the City of Rockville, the county seat of Montgomery County and home to 69,000 people. Our community is proud of our diversity, and our citizens are active, well-educated and have a

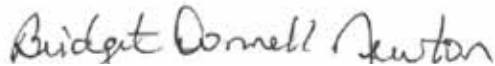
median income of just over \$100,000.

Part of what makes Rockville such a wonderful community is the wealth of recreational and cultural events hosted annually by the city's Recreation and Parks Department. Each year we strive to provide top quality events that celebrate the diversity and vibrancy of life in our city. *In 2020, we expect over 150,000 people to attend Rockville events.*

We invite you to partner with us by becoming a sponsor. Please take a moment to review this packet and explore our events and learn how you can promote your business while supporting the community.

We look forward to partnering with you in 2020.

Sincerely,



Bridget Donnell Newton  
Mayor, City of Rockville



### Who Attends City Events?

71%

of Rockville's population **attended** an event in 2016.

84%

of Rockville's median income is **higher** than the national average.

61%

of Rockville residents have at least a **bachelor's degree**. 36% have a graduate or professional degree.

13

miles northwest of Washington, D.C. with a **stop on Metro's Red Line**.

### Who Lives in Rockville?

66%

Non-Hispanic White

25%

Asian/Pacific Islander

13%

Hispanic

5%

African American

2%

Other



## Lunar New Year Celebration – Saturday, Feb. 1

Join the Asian Pacific American Task Force and celebrate the Lunar New Year at Richard Montgomery High School with free performances, information booths and samples of Asian cuisine. The Asian population is one of the fastest growing groups in Rockville and represents 25 percent of the city's total population.

### **EVENT SNAPSHOT**

**Annual website views:** 1,600

**Approx. attendees:** 800

**Website:** [www.rockvillemd.gov/lunarnewyear](http://www.rockvillemd.gov/lunarnewyear)

### **Sponsorship Levels**

#### **Major Sponsor: \$1,000**

- One sponsor-provided banner to be displayed at the venue
- Company name featured on various print materials
- Company name featured on the Lunar New Year webpage
- A minimum of two mentions on social media platforms
- City-provided onsite booth space, a 6-foot-long table and two chairs

#### **Benefactor: \$500**

- Company name featured on various print materials
- City-provided onsite booth space, a 6-foot-long table and two chairs

#### **Patron: \$250**

- Company name featured on various print materials
- Company name featured on the Lunar New Year webpage

*See sponsor application on page 10.*



## Hometown Holidays – Saturday, May 23 and Sunday, May 24

Hometown Holidays (HTH) is Rockville's signature event, featuring live entertainment from local, regional and national performers. This unofficial kickoff to summer draws a crowd of 60,000 over Memorial Day weekend and offers fun for everyone.

### EVENT SNAPSHOT

**Annual website views: 90,000**

**Facebook page likes: 4,600**

**Approx. attendees: 60,000**

**Website: [www.rockvillemd.gov/hth](http://www.rockvillemd.gov/hth)**

**Facebook: [www.facebook.com/RockvilleHometownHolidays](https://www.facebook.com/RockvilleHometownHolidays)**

## Sponsorship Levels

### Major Sponsor: \$7,500

- Naming rights to an onsite music stage
- Sponsor-provided banner to be displayed on an entertainment stage and two additional banners displayed on grounds
- Company logo and name featured on various print materials
- Company logo and name featured on the HTH webpage
- Company logo featured on the HTH onsite guide
- A minimum of four mentions on the HTH Facebook page
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- 12 passes to the sponsors and officials area on Saturday
- 60 Taste of Rockville tickets

### Benefactor: \$5,000

- Two sponsor-provided banners to be displayed on grounds
- Company logo and name featured on various print materials
- Company logo and name featured on the HTH webpage
- Company logo featured on the HTH onsite guide
- A minimum of two mentions on the HTH Facebook page
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- Eight passes to the sponsors and officials area on Saturday
- 40 Taste of Rockville tickets

### Patron: \$2,000

- Company name featured on various print materials
- Company name featured on the HTH webpage
- Company name featured on the HTH onsite guide
- A minimum of two mentions on the HTH Facebook page
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- Four passes to the sponsors and officials area on Saturday
- 20 Taste of Rockville tickets

*See sponsor application on page 10.*





## Suds & Soles 5K – Saturday, June 20

Suds & Soles is an exciting 5K race produced in partnership by the Montgomery County Road Runners Club (MCRRC) and the City of Rockville. Proceeds from Suds & Soles benefit the Rockville Recreation and Parks Foundation, Inc., which supports the Rockville Recreation Fund, and MCRRC youth and beginning running programs. *Note: No electrical available.*

### EVENT SNAPSHOT

**Website views: 16,400**

**Facebook page likes: 680**

**Approx. attendees: 1,000**

**Website: [www.rockvillemd.gov/sudsandsoles](http://www.rockvillemd.gov/sudsandsoles)**

## Sponsorship Levels

### Pub Owner: \$5,000

- Company name added to race name
- One evening of packet pickup at your location, if desired
- Company logo on webpage, print materials and race bib
- Premier onsite booth space, 10'x10' tent, with a table and two chairs
- Minimum of six mentions on the race Facebook page
- One banner displayed in the finish area of the race (not to exceed 6' wide x 2' high)
- Recognition during race-day announcements
- Premium placement in virtual race bags
- Promotional message via text or email to race participants
- Six complimentary race entries

### Brewmaster: \$2,500

- Company logo on webpage and print materials
- Premier onsite booth space, 10'x10' tent, with a table and two chairs
- Minimum of four mentions on the race Facebook page
- One banner displayed in the finish area of the race (not to exceed 6' wide x 2' high)
- Recognition during race-day announcements
- Placement in virtual race bags
- Promotional message via text or email to race participants
- Four complimentary race entries

### Brewer: \$1,000

- Company logo on webpage and print materials
- Onsite booth space, 10'x10' tent, with a table and two chairs
- Minimum of three mentions on the race Facebook page
- One banner displayed in the finish area of the race (not to exceed 6' wide x 2' high)
- Recognition during race-day announcements
- Placement in virtual race bags
- Three complimentary race entries

### Brewer's Assistant: \$500

- Company logo on webpage and print materials
- Onsite table space
- Minimum of two mentions on the race Facebook page
- One banner displayed in the finish area of the race (not to exceed 3' wide x 2' high)
- Recognition during race-day announcements
- Placement in virtual race bags
- Two complimentary race entries

### Bartender: \$250

- Company logo on webpage and print materials
- Placement in virtual race bags
- Minimum of one mention on the race Facebook page
- One complimentary race entry

*See sponsor application on page 10.*



## Independence Day Celebration – Saturday, July 4

Entering its 54th year, the Rockville Independence Day celebration takes place on the grounds of Mattie J.T. Stepanek Park. The annual event attracts more than 30,000 people and includes live music, food and a colorful fireworks display.

*Note: No electrical available.*

### **EVENT SNAPSHOT**

**Website views: 37,000**

**Approx. attendees: 30,000**

**Website: [www.rockvillemd.gov/independenceday](http://www.rockvillemd.gov/independenceday)**

## Sponsorship Levels

### Major Sponsor: \$5,000

- One sponsor-provided banner to be displayed from the stage, and two sponsor-provided banners to be displayed on the grounds
- Company logo and name featured on the Independence Day webpage
- Company logo and name featured on various print materials
- City-provided onsite booth space, 10'x10' tent with a table and two chairs
- Acknowledgement from stage before the musical act
- Six passes to the VIP viewing area

### Benefactor: \$2,500

- Two sponsor-provided banners to be displayed on the grounds
- Company logo and name featured on the Independence Day webpage
- Company logo and name featured on various print materials
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- Acknowledgement from stage before the musical act
- Four passes to the VIP viewing area

### Patron: \$1,000

- One sponsor-provided banner to be displayed on the grounds
- Company logo and name featured on the Independence Day webpage
- Company name featured on various print material
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- Acknowledgement from stage before the musical act
- Two passes to the VIP viewing area

*See sponsor application on page 10.*





## Movies in the Parks – Wednesdays, Dates: TBD

Entering its fifth year, Movies in the Parks is a family-friendly movie series featuring four movies, on four nights, in four neighborhood parks. More than 300 people attended each movie during the 2019 series.  
*Note: No electrical available.*

### EVENT SNAPSHOT

**Annual website views: 4,100**

**Approx. attendees: 300 per movie**

**Website: [www.rockvillemd.gov/moviesintheparks](http://www.rockvillemd.gov/moviesintheparks)**

## Sponsorship Levels

### Presenting Sponsor: \$3,000

- Exclusivity in category
- Recognition as the Presenting Sponsor for the entire series
- Company logo featured on the Movies in the Parks postcard and poster
- Company logo on the Movies in the Parks webpage
- One sponsor-provided banner (up to 10 feet in length) displayed at each movie
- Verbal recognition at each movie as Presenting Sponsor
- City-provided booth space, 10'x10' tent with table and two chairs

### Event Sponsor: \$500

- Company logo on the Movies in the Parks webpage
- City-provided booth space, 10'x10' tent with table and two chairs at one movie of your choice.

*See sponsor application on page 10.*





## Rocktoberfest – Saturday, Oct. 3

Rocktoberfest features two stages of entertainment, including German music and dance, German food, craft vendors, kids activities and beverages for sale from local breweries. This event attracted more than 5,000 people to Rockville Town Center this past year.

### EVENT SNAPSHOT

**Annual website views: 1,600**

**Approx. attendees: 5,000**

**Website: [www.rockvillemd.gov/rocktoberfest](http://www.rockvillemd.gov/rocktoberfest)**

## Sponsorship Levels

### Major Sponsor: \$5,000

- Exclusivity in category
- One sponsor-provided banner displayed on stage, and two sponsor-provided banners to be displayed on grounds
- Company logo featured on the Rocktoberfest website
- A minimum of four mentions on the Rocktoberfest Facebook page
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- Company logo featured on onsite event handout

### Benefactor: \$2,500

- Company logo featured on the Rocktoberfest website
- A minimum of two mentions on the Rocktoberfest Facebook page
- City-provided onsite booth space, 10'x10' tent with a table and two chairs
- Company logo featured on onsite event handout

### Patron: \$1,000

- Company name featured on the Rocktoberfest website
- City-provided onsite booth space, 10'x10' tent with a table and two chairs
- Company name featured on onsite event handout

*See sponsor application on page 10.*



## Rockville Antique and Classic Car Show – Saturday, Oct. 17

For more than 50 years, the Rockville Antique and Classic Car Show has graced the beautiful grounds of the Glenview Mansion at Rockville Civic Center Park, making it the perfect place for car enthusiasts to experience automobile history. The event puts more than 550 automobiles on display and features marques such as Cadillac, Ford, Studebaker and Jaguar, just to name a few. With more than 12,000 attendees annually, there is something for everyone, including food, music and a car-related flea market.

### EVENT SNAPSHOT

**Annual website views:** 11,200

**Facebook page likes:** 1,120

**Approx. attendees:** 12,000

**Website:** [www.rockvillemd.gov/carshow](http://www.rockvillemd.gov/carshow)

**Facebook:** [www.facebook.com/RockvilleCarShow](https://www.facebook.com/RockvilleCarShow)

### Sponsorship Levels

#### Major Sponsor: \$5,000

- Exclusivity in category
- One sponsor-provided banner to be displayed near the stage, and one displayed on event site
- Company logo featured on the car show webpage
- City-provided onsite booth space, 10'x10' tent with table and two chairs
- One sponsor-provided marketing piece, no larger than 8.5"x11," in the car show registration packet
- A minimum of four mentions on car show Facebook page

#### Benefactor: \$2,500

- One sponsor-provided banner to be displayed on the event site
- Company logo featured on the car show webpage
- City-provided onsite booth space, 10'x10' tent with a table and two chairs
- A minimum of two mentions on car show Facebook page

#### Patron: \$1,000

- Company name listed on the car show webpage
- City-provided onsite booth space, 10'x10' tent with table and two chairs

*See sponsor application on page 10.*



# 2020 Event Sponsorship Application

Please print or type all information clearly.

Name of Business \_\_\_\_\_

Contact Name \_\_\_\_\_

Type of Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Work # \_\_\_\_\_ Cell # \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Facebook/Twitter/Instagram \_\_\_\_\_

Additional Contact Name \_\_\_\_\_

Phone # \_\_\_\_\_

## Payment Method

Amount Paid: \$ \_\_\_\_\_

☐ Cash ☐ Check # \_\_\_\_\_

☐ MasterCard or ☐ VISA

Card # \_\_\_\_\_

Expiration Date: \_\_\_\_ / \_\_\_\_

CVC Security Code: \_\_\_\_

Signature (as it appears on card) \_\_\_\_\_

Please indicate the event(s) you're interested in  
and the sponsorship level.

### Lunar New Year Celebration | Feb. 1

☐ Major Sponsor (\$1,000) ☐ Benefactor (\$500)

☐ Patron (\$250)

(Note: no electric available.)

### Hometown Holidays | May 23 and 24

☐ Major Sponsor (\$7,500) ☐ Benefactor (\$5,000)

☐ Patron (\$2,000)

Will you need electricity? ☐ Yes ☐ No

Referred by the Rockville Chamber of Commerce? ☐ Yes ☐ No

### Suds & Soles 5K | June 20

☐ Pub Owner (\$5,000) ☐ Brewer's Assistant (\$500)

☐ Brewmaster (\$2,500) ☐ Bartender (\$250)

☐ Brewer (\$1,000)

(Note: no electric available.)

### Independence Day Celebration | July 4

☐ Major Sponsor (\$5,000) ☐ Benefactor (\$2,500)

☐ Patron (\$1,000)

### Movies in the Parks | Wednesdays, Dates: TBD

☐ Presenting Sponsor (\$3,000) ☐ Event Sponsor (\$500)

(Note: no electric available.)

### Rocktoberfest | Oct. 3

☐ Major Sponsor (\$5,000) ☐ Benefactor (\$2,500)

☐ Patron (\$1,000)

(Note: no electric available.)

### Rockville Antique and Classic Car Show | Oct. 17

☐ Major Sponsor (\$5,000) ☐ Benefactor (\$2,500)

☐ Patron (\$1,000)

(Note: no electric available.)

## APPLICATION DEADLINE

Submit application and payment at least four weeks before event. If payment is not received by deadline, you will be removed from the sponsor list. Note: on-site sales are not permitted on-site from the booth.

## SUBMIT APPLICATION

Submit this application by email to [elisdeal@rockvillemd.gov](mailto:elisdeal@rockvillemd.gov) or by mail to City of Rockville, c/o Development & Marketing Manager, 111 Maryland Ave., Rockville, MD 20850

## QUESTIONS? CONTACT:

Elisabeth Deal, development and marketing manager, 240-314-8658, [elisdeal@rockvillemd.gov](mailto:elisdeal@rockvillemd.gov)

## APPLICATION PROCESS

- Once you submit the application, the Special Events manager will contact you within 48 hours.
- The development manager will email you an agreement, invoice and City of Rockville WV-9.
- The payment will be processed and a receipt will be emailed.
- If your on-site display is a trailer, include a photo and trailer specifications with your application.
- Delivery vehicle: ☐ Car ☐ Truck size: \_\_\_\_\_  
☐ Truck and trailer size: \_\_\_\_\_
- Detailed information about each event is emailed two weeks before each event.

Special Request: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Thank you for sponsoring a City of Rockville Special Event.

[www.rockvillemd.gov/events](http://www.rockvillemd.gov/events)



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